



Cocaine Anonymous World Service

# Public Information Handbook:

## Suggestions & Guidelines for Doing PI

INCLUDING CORRECTIONS AND/OR ADDITIONS FROM THE CAWS CONFERENCE 2009



C.A.W.S.O., INC.  
Cocaine Anonymous World Service Office  
3740 Overland Ave. Suite C  
Los Angeles, CA 90034  
Tel: (310) 559-5833 Fax: (310) 559-2554  
Web site: <http://www.ca.org>

**Comments or Questions: [pubinfo@ca.org](mailto:pubinfo@ca.org)**

## **TABLE OF CONTENTS**

### **FOREWORD**

|                                 |   |
|---------------------------------|---|
| <i>From the Beginning</i> ..... | 1 |
| 25 Years Later.....             | 1 |

### **PREFACE**

|                                 |   |
|---------------------------------|---|
| <i>This is a workbook</i> ..... | 2 |
| 2009 - This is a Handbook.....  | 2 |

### **Section 1: Before You Begin, You Need to Know...**

|  |   |
|--|---|
| The PI Traditions.....                       | 3 |
| • The 11 <sup>th</sup> Tradition States..... | 3 |
| • Cooperation But Not Affiliation.....       | 3 |
| • Non-professionalism.....                   | 3 |
| • Anonymity.....                             | 4 |
| • Media Interview Policies.....              | 4 |
| Protection of Anonymity Agreement.....       | 5 |
| C.A.'s PI Statement of Anonymity.....        | 6 |
| C.A. Translation Policy.....                 | 7 |
| Using the C.A. Logo & Other Trademarks.....  | 7 |

### **Section 2: What is Public Information?**

|  |    |
|--|----|
| Why We Need Public Information.....                          | 8  |
| How PI Work is Done.....                                     | 8  |
| Forming Your Local PI Committee.....                         | 9  |
| • Directory Committee.....                                   | 9  |
| • Hotline/Helpline Committee.....                            | 9  |
| • Newsletter Committee.....                                  | 9  |
| • Internet Committee.....                                    | 9  |
| • PSA/Media Committee.....                                   | 9  |
| • Cooperation with the Professional Community Committee..... | 10 |
| • Panel Presentation Committee.....                          | 10 |
| • Outreach Committee.....                                    | 10 |
| C.A. Facts & Statistics.....                                 | 11 |
| Definition of Cocaine Anonymous.....                         | 11 |
| C.A.'s Position in the Field of Addiction.....               | 11 |
| Types of Cocaine Anonymous Meetings.....                     | 12 |

## **Section 3: Carrying the Message...**

### ***A. To the Fellowship***

|  |    |
|--|----|
| So You Want To Start A Helpline.....             | 14 |
| Suggested Guidelines for Helplines/Hotlines..... | 15 |
| Guidelines for C.A. Web Sites.....               | 18 |
| Guidelines for Area/District Newsletters.....    | 23 |
| Elements of a Successful Flier.....              | 25 |

### ***B. To the Public at Large***

#### **THE MEDIA**

|   |    |
|---|----|
| Anonymity at the Level of Press, Radio, Television & Films..... | 26 |
| Power of the Media.....   | 27 |
| Writing a Press Release.....                                    | 27 |

#### **Introducing C.A. to your Local Media**

|   |    |
|---|----|
| • Convention Announcement.....              | 28 |
| • PI Letter to a Columnist.....             | 29 |
| • Letter Regarding C.A. Awareness.....      | 30 |
| • Letter Mentioning C.A. to Newspapers..... | 31 |

#### **Public Service Announcements (PSA)**

|  |    |
|--|----|
| • Placing PSAs on Radio or Television..... | 32 |
| • Cover Letter for PSAs.....               | 33 |
| • Thank You Letter for PSA Time.....       | 34 |
| • TV and Radio Copy.....                   | 35 |
| • Radio and Video PSA Scripts.....         | 35 |

#### **Your Local Library**

|  |    |
|--|----|
| • Putting C.A. Books In Libraries..... | 38 |
|--|----|

#### **Non-C.A. Meetings and Non-C.A. Events**

|   |    |
|---|----|
| • Working Within the Community.....         | 39 |
| • Using the PI Powerpoint Presentation..... | 39 |
| • Health Fairs.....                         | 39 |
| • Booth Guidelines.....                     | 40 |
| • Outside Meeting Format.....               | 40 |
| • Public Speaking Suggestions.....          | 40 |

### **C. To the Professional Community**

|  |    |
|--|----|
| Cooperation with the Professional Community (CPC)..... | 42 |
| What is the Professional Community?.....               | 42 |
| How Do We Cooperate and What Do We Offer? .....        | 42 |
| What Do <u>We</u> Want?.....                           | 42 |
| Guidelines for CPC.....                                | 43 |
| Suggested CPC Tools.....                               | 44 |
| Addressing Outside Groups or Organizations.....        | 45 |
| Letters to the Courts.....                             | 46 |

## **Section 4: The World Service Conference PI Committee**

### **RESOURCES**

|   |    |
|---|----|
| • Public Information Registration Form..... | 48 |
| • Request for Non-Profit Status Number..... | 49 |
| • PI Merchandise Order form.....            | 50 |

## **Section 5: Conference-Approved PI Tools & Images**

|   |    |
|---|----|
| A selection of available Conference-approved PI images..... | 52 |
|---|----|

## FOREWORD

---

### *From the Beginning...*

In the pages that follow rest the words of our experience, strength and hope. They take their shape as guidelines from the beginning, and until the end. If you are looking for guidance on Public Information (PI), this workbook is the place to begin.

### *25 Years Later...*

**The growth and scope of Public Information has and always will be a work in progress.**

**The Internet, email, cell phones, texting and social networking sites have presented new challenges and opportunities alike.**

**The translation of C.A. materials into other languages is crucial to the continued growth of C.A. and our ability to help the addict who still suffers.**

**As our diversity expands, so must our understanding. We are not a one-size-fits-all Fellowship.**

**To those of you who are turning to this resource for assistance, we hope you find what you need, AND if you don't, we need you to tell us so we can address your concerns and share solutions.**

**The World Service PI Committee is at your service!**

**With gratitude,  
Your World Service PI Committee**

## PREFACE

---

### *This is a workbook...*

This is a workbook containing some guidelines and suggestions on how to carry the message. The information gathered here came from many different areas of the U.S.A. and Canada. All the information inside this workbook has been proven to be successful. The first five chapters are from various resources of C.A. experience and will hopefully get you on your way to becoming a fully functional Public Information Committee. The sixth chapter is an F.Y.I. (for your information) C.A. Fact Sheet, which will be updated often. Please contact the C.A. World Service Conference Public Information Committee for the most current C.A. facts. The seventh, eighth and ninth chapters are a collection of what C.A. members have either accumulated or created within their area or district P.I. committees. Some items are also products of our very own World Service Conference Public Information Committee's experience over the years.

All the forms, including the form letters, can be used as written. Each PI committee has the right to customize each letter or Public Service Announcement (PSA) with its local C.A. information. Please feel free to add "and all other mind-altering substances" as needed in any of the suggested letters or PSAs listed in this workbook.

Carry the message!  
WSC PI Committee

### *2009 – This is a Handbook*

**We have found it helpful to update and present the information we have gathered over the years in a new format, along with new information, to assist our now global Fellowship in carrying the message of Cocaine Anonymous.**

**There is still much to do. We thank you for your patience as we continue to strive to make this document a comprehensive Public Information service resource.**

## *Section 1: Before You Begin, You Need to Know...*

### **The PI Traditions**

Of all the Traditions in C.A., none is more widely recognized than Tradition 11—not to mention that Tradition 11 is the most widely interpreted and the most harmful to C.A. when broken.

Equally important in doing Public Information is the principle of cooperation but not affiliation with outside organizations and programs (Traditions 6 & 7). We freely share only our program of recovery, experience, strength and hope.

Also, with Tradition 10, we keep in mind that we have no opinions on outside issues such as rehab, drug addicts, drugs in society or anything outside of our program of recovery.

As members of our Fellowship, we have the responsibility to maintain our principles by learning the Traditions, adhering to and living them in our daily lives. Our Fellowship needs any and all that are willing to serve.

---

### **The 11th Tradition States**

"Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, television and films."

We seek publicity for C.A. principles, not C.A. members. The press has usually cooperated in this regard. Personal anonymity at the media level is the cornerstone of our public information policy. The 11th Tradition is a constant reminder that personal ambition has no place in C.A. Experience has shown us that normally when the 11<sup>th</sup> Tradition is violated it is a misunderstanding on the part of the individual about the Tradition. This can be solved with a simple explanation of what the Tradition is about rather than attacking the individual because of their lack of understanding.

---

### **Cooperation But Not Affiliation**

With the invitation of so many different groups and organizations that are associated with cocaine, it can become easy to be swept up in the feeling of "carrying the message." C.A. cooperates but does not affiliate. We will not lend the C.A. name to any group or organization outside of our 12-Step program. We can only offer our help and cooperation.

---

### **Non-professionalism**

If C.A. speakers keep the focus of their sharing on how addiction affected their lives and how C.A. has changed their lives, the message of recovery will be carried. Our job is simply "to carry the message to the still sick and suffering addict." We are not professionals.

---

---

## Anonymity



Many of us have broken our own personal anonymity to individuals of our own choosing. Going outside the Fellowship to the press, radio, television or films is stepping over the boundaries of grandeur to grandiosity.

Personal recognition can only be harmful when you bring your sobriety into the public's eye as a member of C.A.

---

## Media Interview Policies



While doing an on-camera interview as a member of C.A., you can be shadowed, have your face scrambled electronically, or have your back to the camera. As a recovering addict, you can do a full camera shot and mention your full name as long as you *do not mention C.A.* in your interview. That includes mentioning going to a C.A. meeting.

If you are going to allow the media into your meeting, (via a group conscience), or if you, as a member of C.A., consent to an interview, please have each member of the media sign a statement of anonymity (see Protection of Anonymity Agreement on the following page). While this doesn't absolutely safeguard the Fellowship, it certainly makes members of the media more aware.



## ***Protection of Anonymity Agreement***

This document is used for on- or off-camera interviews. It is also suggested for newspaper or magazine stories.



### **Protection of Anonymity Agreement**

Company Name:

\_\_\_\_\_

Interview Date: \_\_\_\_\_

Interviewer:

\_\_\_\_\_

Interviewee:

\_\_\_\_\_

I agree not to disclose the last name, place of employment, or city of residence of any person being interviewed as a member of Cocaine Anonymous. I further agree not to use full-face photography or any type of photography that will expose that person's identity.

\_\_\_\_\_  
Interviewer signature

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Date

## C.A.'s PI Statement of Anonymity

To be distributed to the media regarding their attendance at any public presentation or event sponsored by Cocaine Anonymous.



### ***Public Information Statement of Anonymity***

DATE: \_\_\_\_\_

TO: EDITORS, JOURNALISTS AND MEDIA PROFESSIONALS

FROM: COCAINE ANONYMOUS PUBLIC INFORMATION COMMITTEE

SUBJECT: ANONYMITY

*The coverage of any event where anonymity is required can prove to be a difficult task, especially since the visual aspect always makes a feature more interesting. Here are a few tips on how we can work together.*

The most important tradition of our organization is anonymity. Traditionally, C.A. members have always taken care to preserve their anonymity at the public level of press, radio, TV and film. We ask for your invaluable assistance to preserve the anonymity of our recovering addicts by not identifying them as members of Cocaine Anonymous, using their names, or full-face photographs in any facet of the media.

We know from experience that many people with drug problems might hesitate to turn to C.A. for help if they thought their problem might be discussed publicly, even inadvertently, by others. Newcomers should be able to seek help with complete assurance that their identities will not be disclosed to anyone outside the Fellowship.

A C.A. member may, for various reasons, "break anonymity" deliberately at the public level. Since that is a matter of individual choice and conscience, the Fellowship as a whole has no control over such deviations from tradition. It is clear, however, that they do not have the approval of the overwhelming majority of our membership.

We earnestly request those gathered here to honor the tradition of anonymity. We request that no record be made of this presentation, either by photography, moving or still, or by videotape. If you should happen to recognize someone who identifies themselves as an addict, please keep that knowledge strictly to yourself.

Thank you.

## C.A. Translation Policy

Please refer all inquiries regarding translations to the World Service Office.

### Using the C.A. Logo (and Other Trademarks)

The service body granting the use of the C.A. logo shall be responsible for ensuring that the proper C.A. logo, with applicable trademarks as shown below, is used on printed materials and memorabilia.

The Cocaine Anonymous logo must be used in its entirety as shown below. The official logo includes the inner circle of the logo that contains the artistic text “CA,” the outer circle which contains the text “HOPE FAITH COURAGE” and the registered trademark symbol. No other text or design element may touch, overlap or show through behind the logo other than a solid color.

The block letters “C.A.” may only be used alone when they bear no resemblance to the inner circle of the official logo.



“We’re Here and We’re Free” is a registered trademark of Cocaine Anonymous World Services, Inc. and should be presented in all print materials in one of the following manners:

We’re Here and We’re Free™  
or  
We’re Here and We’re Free®

**For further information, please refer to the Statement of Policy on page 12 of the C.A. World Service Manual.**

## Section 2 – What is Public Information?

### Why We Need Public Information

The purpose of the Public Information Committee is to carry the message of Cocaine Anonymous to the still-suffering addict. We achieve this by making our presence known to the individuals, community groups and interested parties affected by drug addiction. We also have the task of keeping our own Fellowship members informed and up-to-date on changes with respect to Cocaine Anonymous.

---

### How PI Work is Done

---

#### Word of Mouth



There are many ways of “carrying the message.” The simplest, of course, is by “word of mouth,” spreading the word that Cocaine Anonymous does exist to a friend or relative. Many of us in the beginning were ready to “12-Step” anyone and everyone because of the difference working the C.A. program made in our lives. Yet, as time passed in our recovery, we became more intuitive regarding who did and did not want our help. When they did want help, we were ever mindful of our traditions, such as anonymity and attraction rather than promotion. We also shared no opinions on outside issues and kept our message to what we were like, what happened and what we’re like now because of C.A.

---

#### Letter Writing



A proven method of success in spreading the message of C.A. locally is a cover letter with a business card containing C.A. information numbers. This is sent to hospital emergency rooms, probation officers, treatment centers, etc. This method works well because it provides a written reference that can be filed for easy access. Also, we suggest enclosing the brochure, “*What is C.A.?*” and the reading, “Who is a C.A. Member?”

---

#### Billboards & Posters

In some Areas, billboards and posters have worked well by placing them on all forms of public transportation such as buses and subways. Standard size paper flyers\* posted on public bulletin boards in schools, churches, libraries and grocery stores are also effective.

\* *Remember to ask for permission*, as some cities have fines for littering and we want outside persons to get a good impression of C.A.

---

## Forming Your Local PI Committee

When forming a local PI committee, being organized helps keep us from duplicating our efforts and helps us to achieve goals that one person cannot accomplish. You can follow the guidance of your local District or Area to form your committee. You may also wish to investigate what other areas have done and follow their ideas on standing committees.

In many Areas, the Public Information Committee is broken down into different subcommittees. Some of these categories may also be standing committees on their own depending on the Area or District service structure.

---

### Directory Committee

Keeping a current meeting directory available to your local Fellowship and to the public is one of the most basic PI tools.

---

### Hotline/Helpline Committee

Whether you call it a hotline, helpline or infoline, each C.A. phone line is a lifeline to the addict who still suffers and is a basic PI necessity. This is the touchstone of PI work!

---

### Newsletter Committee

A newsletter for a District or Area can be very helpful in unifying groups, Districts and Areas by keeping the Fellowship informed about current local events and news about C.A.

---

### Internet Committee

Responsible for creating and maintaining Area and District web sites according to the guidelines of the World Service Conference Internet Technology Committee and keeping information current for easy access by members of the Fellowship.

---

### Public Service Announcement/ Media Committee



Maintains a list of media and PSA contacts with phone numbers and email information for local newspapers, radio and television stations.

They stay in communication with their contacts, keeping up to date on any drug-related specials that might be airing.

They research and submit PSA materials according to the media outlet's preference, in the format and length requested, making sure to follow up and thank the contact.

---

### **Cooperation with the Professional Community Committee**

"Professional Community" refers to any corporation, small business, professional person or company interested in information about C.A. This doesn't cover someone looking for a meeting for himself/herself or a family member, but PI will want to become involved if someone wants a meeting for their employees at their place of business.

They might also handle setting up a PI presence at health fairs and clinics, etc.

---

### **Panel Presentation Committee**

A committee for doing presentations or C.A. panels to speak at non-C.A. meetings, such as schools and churches, or for professional and educational organizations.

---

### **Outreach Committee**



Some local Fellowships have concentrated on doing mailings on a quarterly basis, when meeting schedules are updated or when a C.A. convention or event is being held. Information can be sent to the professional community (doctors, therapists, courts, probation departments, etc.), or just to sober living homes and the recovery community in general at the Area or District's discretion.



## C.A. Facts & Statistics

Many of us in PI found it very hard to give facts about C.A. when we had none. Knowledge of our Fellowship is important. Every other year the World Service PI Committee conducts a survey which gives us information for the C.A. Fact File or census, which provides information that assists the World Service Office in determining the needs of the Fellowship. You may view the complete C.A. Fact File at [www.ca.org](http://www.ca.org) or request copies from the World Service Office. The Fact File is now also available in a brochure format.

---

### C.A. Statistics

**Founding Date:** November 1982

**Founding Location:** Los Angeles Area, Hollywood, California

**Number of Weekly Meetings in North America, South America, Europe Asia, and Australia:** 2,000\*

\*Based on CAWSO information from 2007

---

## Definition of Cocaine Anonymous

Cocaine Anonymous is a Fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from their addiction. The only requirement for membership is a desire to stop using cocaine and all other mind-altering substances. There are no dues or fees for membership; we are fully self-supporting through our own contributions. C.A. is not allied with any sect, denomination, politics, organization or institution. We do not wish to engage in any controversy, and we neither endorse nor oppose any causes. Our primary purpose is to stay free from cocaine and all other mind-altering substances, and to help others achieve the same freedom.

---

## C.A.'s Position in the Field of Addiction

C.A. is concerned solely with the personal recovery and continued sobriety of individual addicts who turn to the Fellowship for help. Cocaine Anonymous does not engage in the fields of drug addiction research, medical or psychiatric treatment, education, or propaganda in any form, although members may participate in such activities as individuals.

The Fellowship has adopted a policy of "Cooperation but not Affiliation" with outside organizations concerned with the problem of addiction. C.A. never endorses, supports, becomes affiliated with or expresses an opinion on outside issues including the legality of drugs or any other public policy.

C.A.'s relations with professional groups, agencies, facilities, and individuals involved with the problems of drug addiction are handled by the Public Information Committee. Mutual understanding and cooperation between C.A. members and others who work with addicts are the concerns of this standing committee of the World Service Conference.

---

## Types of Cocaine Anonymous Meetings

---

### Open Meetings

As the term suggests, meetings of this type are open to anyone: addicts, their families, friends or anyone else interested in solving a personal drug problem, helping someone else to solve such a problem or just wanting to understand the disease of addiction.

---

### Closed Meetings

These meetings are open to addicts only. They provide an opportunity for members to share with one another on problems related to using patterns and attempts to achieve stable sobriety.

---

### Speaker Meetings

This type of meeting involves one or two individuals voluntarily sharing their thoughts and feelings.

---

### Participation Meetings

This type of meeting involves any or all individuals voluntarily sharing their experience, strength and hope.

---

### Online Meetings



The Online Service Area of Cocaine Anonymous conducts 6 meetings on the Internet 24/7.

To participate, go to [www.ca-online.org](http://www.ca-online.org).

---

Variations and combinations of these meetings exist according to a meeting's group conscience.

---





## Section 3

# *Carrying the Message*



Although there is some overlapping of tools and strategies, we believe that defining the focus of PI activities into these three categories will help PI Committees prioritize and maximize their efforts.

## A - To the Fellowship



### So You Want To Start A Helpline

There are different options you may use depending on the financial status and size of your Area.

1. Call your local phone company and get a basic phone line with call forwarding. Take turns forwarding the phone line to different members of the Fellowship. It is best to pass around a calendar and have people write down the times they are available to do this.
2. Have an answering service that can field the calls. Give out general information, such as meeting times and places, upcoming events, etc. If the caller needs to talk to a recovered addict, the answering service will call the addict who is on call and give them the number of the caller.
3. Instead of having an active phone line, you could set up a stand-alone voice mailbox system with your local phone company. Some have systems where you can press one number for meeting times and locations for each day of the week.
4. You can forward the phone line to a pager or cell phone, so callers can always reach someone.
5. There are some Areas that have computer software that can play meeting information over the phone line.
6. Utilize a web-based virtual receptionist. This can provide you with a toll-free number, answer calls, give meeting times and locations, take messages and even give callers the option to be transferred to volunteers in the Fellowship.

It would be a good idea to call the Cocaine Anonymous World Service Office or the nearest Area for their experience, strength and hope on setting up a helpline.

Once your helpline is established, get listed in as many phone books as possible. It is suggested that you ask what listings can be made available at no cost. It may be possible for your helpline number to be listed in multiple places in the phonebook. These may all be available at no charge. Suggested locations for publication are in the business white pages, in the yellow pages (under Cocaine, Self-Help, Addiction, etc), in the white pages and under the emergency phone list.

**It's a good idea to ask how callers heard about us and keep a log. This will help your Public Information Committee track what ads or PSAs are working, what agencies are recommending us, etc.**

## Suggested Guidelines for Helplines/Hotlines

We're glad you're here because it means you've chosen to be of service working the C.A. helpline. It is one of the most important commitments a C.A. member can make.

As helpline volunteers, we represent Cocaine Anonymous. We are a direct link to the public, and are quite often the first impression that a practicing addict will have of our Fellowship. Therefore, the sound of our voice, our attitude, our helpfulness and our courtesy—or lack thereof—could have a profound or devastating effect on the caller. We cannot overemphasize that fact. Understanding and a sincere desire to help are our principles and guidelines, and we should at all times be guided by the Twelve Traditions.

The C.A. helpline can literally save the life of the person on the other end of the line.

As a phone volunteer, you are an indispensable part of the C.A. program. At the same time, please bear in mind that NO ONE CAN SPEAK FOR C.A. We share only from our own experience and recovery. WE ARE NOT COUNSELORS, AND WE ARE NOT QUALIFIED TO ADVISE CALLERS TO TAKE ANY ACTION EXCEPT TO SUGGEST:

1. Stop using.
2. Attend C.A. meetings

REMEMBER, THE PHONE VOLUNTEER'S PRIMARY PURPOSE IS TO HELP THE ADDICT WHO IS STILL SUFFERING. OUR MAJOR OBJECTIVE IS TO SIMPLY GET THE NEWCOMER TO A C.A. MEETING. FOR THIS REASON, THE MEETING LIST IS OUR GREATEST TOOL.

## Types of Phone Systems

Many Areas of C.A. have adopted their own guidelines for establishing helplines. They have used answering services, answering machines, voice mailbox systems, cell phones and/or individual members of the Fellowship.

### **If Your Area Uses an Answering Service:**

1. Provide the answering service with a list of volunteers who agree to take calls or messages.
2. Use call forwarding from the service to phone volunteers.
3. The initial greeting may be, "Hello, may I help you?" It is not necessary to answer "Cocaine Anonymous."
4. Usually a 24-hour answering service will cross connect the calls to volunteers' homes. Some areas might have an office where volunteers have different shifts, and other Areas might have an automated phone service. The helpline, regardless of the Area, is a 24-hour service. Anyone, at any time, should be able to contact a member of Cocaine Anonymous.

### **If Your Area Uses an Answering Machine:**

1. Regularly check messages by using a roster to call in for messages.
2. If you have a recorded message with meeting times and locations, offer the caller a way to request to speak to a recovering addict.

### **Phone Volunteer Qualifications**

Sobriety requirement: One year continuous sobriety, and six-month commitment.

Phone volunteers need to go through an orientation on how to answer C.A. phone lines. Orientation entails training to work the phone. It is the only method we have to provide a standard of quality for the service we provide on the helpline.

PLEASE DO NOT ALLOW ANYONE TO ANSWER THE HELPLINE IF THEY HAVE NOT GONE THROUGH AN ORIENTATION.

#### **Do:**

- Remember to be polite—you may be the only contact the caller may have with C.A.
- Find out the needs of the caller.
- Share your experience, strength and hope.
- Encourage callers to attend meetings.
- Try to prevent keeping a caller on “hold” for too long.
- Refer calls for Public Information (i.e., requests for speakers, radio, TV, or literature) to the local PI Chairperson.
- Keep your calls short.
- Encourage the caller to call 911 if there is an emergency.
- Keep a log of all calls you receive and find out how they heard of C.A. if at all possible.

#### **Don't:**

- Pick someone up at their home; agree to meet at a meeting or public facility. Phone volunteers are advised not to go to the home of an addict, even if it is just to take him/her to a meeting.

Our Sixth Tradition states: “A C.A. group ought never endorse, finance, or lend the C.A. name to any related facility or outside enterprise, lest problems of money, property, and prestige divert us from our primary purpose.”

- This is why C.A. phone volunteers MUST NOT recommend any outside treatment (i.e., hospitals, doctors, treatment centers, etc.). This especially includes referring a caller to any specific hospital, institution, doctor(s), treatment center, etc., with which the phone volunteer may have personal knowledge or experience.

- We NEVER give other members' last names or phone numbers out over the phone—remember anonymity! Based on members' previous experience, it is suggested that helpline volunteers do not give out their own last name or phone number. If you receive a request to speak to a particular person, tell the caller that you can only take a message, and then write it on a message pad, or call the volunteer.
- Don't try to persuade the caller to stop using drugs if they don't want to. Do not label them as an addict or state that they have a problem. Stick to what you hear, how it was for you, and what you did about it. People can learn a lot by listening to your story. Their defenses could come up if you try to tell them their story.
- Do not engage in prolonged drug-a-logues or comparison studies of drug use. Share in a general way what it was like, what happened, and what it is like now.
- Do not use profanity.
- Don't feel you need to stay on the line with a caller who is in any way abusive or perverse, or who is quite simply too loaded to hear your part of the conversation.

We don't like to turn away from those in pain, but sometimes calls can be shocking and traumatic. Recovery teaches us that to preserve our own sobriety, we must take care of ourselves first, and the helpline context is no exception. Reach out to another volunteer or Fellowship member if you are suffering from caller distress and give yourself permission to hang up promptly when a call is inappropriate. And if someone is too high to talk to right then, you can always say you want to talk with them, but they need to call you back when they are straight.

The Fifth Tradition states that: "Each group has but one primary purpose—to carry its message to the addict who still suffers." However, the way to best help a caller varies with each situation. Try to communicate that there is help and that they are not alone. Feel free to let them know about your background so they are more comfortable speaking freely with you. Remember, you are not responsible for the results of the call—you're only responsible for passing on the message of recovery and hope. The purpose of the helpline is to let people know C.A. exists and to help them get to a meeting.

**WE ARE HERE TO LISTEN AND PROVIDE HOPE...**





## Guidelines for C.A. Web Sites

Two basic items that are necessary for a C.A. Area or District web site are an Internet web site account and a person or committee willing to create and maintain the web site.

The web site account can be obtained from any number of vendors (i.e., from large national vendors to local “mom-and-pop” companies). The generic term for these providers, regardless of size, is “Internet Service Provider” or ISP.

Internet accounts come in several forms. The basic user account provides an internet connection and use of the Internet. It may or may not come with web space storage. If this kind of account is to be used for an Area page, it must include storage. For most Areas, 2GB (2 “gigabytes”) storage will be sufficient. Areas that use extensive graphics will need more space. As of 2009, accounts of this type typically cost \$10 per month. Because one will be using a modem to connect to this account directly, the ISP must provide a local phone number for access.

If your web person (traditionally called the “webservant”) already has ISP access, but does not have (or cannot use) existing web storage, a “web hosting account” might be a better choice. This kind of account does not provide dial-up access, but just the web space needed. In this case, since the webservant will be connecting to their existing local provider, the company providing web storage can be located nearly anywhere. This kind of account often costs \$10/month and is most commonly used for web sites.

Both of the above accounts typically result in web sites with addresses of the form [www.providersname.com/localca](http://www.providersname.com/localca) (e.g. [www.pcshost.com/cany](http://www.pcshost.com/cany)).

A somewhat more expensive solution, called “domain name service”, results in web sites with a personalized “domain name” (e.g. [www.localca.org](http://www.localca.org)). Some Areas prefer this type of account, because: 1) there is no inclusion of the ISP’s name in the address, and 2) the address is portable (i.e., if you change your ISP the address remains the same).

Domain name accounts that provide both internet access and web space often cost \$30-\$40 per month. Domain name accounts alone cost \$5-\$20 per month. There is usually an additional set-up cost for domain name accounts (Examples of domain names currently being used by C.A. Areas are: [ca4la.org](http://ca4la.org), [caofmn.com](http://caofmn.com), and [caofutah.com](http://caofutah.com).) The World Service Office has reserved the domain names [ca.org](http://ca.org), [cocaineanonymous.org](http://cocaineanonymous.org), and similar names for its own use.

When selecting a domain name, it is suggested that Areas pick a name easy to remember. Since many domain names are already in use, it is a good idea to have several possible choices in mind when applying for your domain. Domain registrars allow online inquiries to see if a given domain name is available. It is also suggested that, where possible, the domain name be registered such that the Area or District is listed as the “administrative contact”.

## **Concerning Webmaster and/or Internet Committees**

The District or Area should take care in selecting the person that will create and/or maintain their web site (i.e., their webservant). Since the web site will sometimes be the first contact people have with C.A. in their Area, it is important that the web site be presentable. Further, because web sites are a form of public outreach, the webservant should be well versed in the Twelve Traditions. It is therefore strongly suggested that the webservant be a member of C.A. and have experience both in service work and in web site design.

It is further suggested that a member of the Area or District Board be assigned to monitor the web site, so as to maintain a link to the group conscience.

The District or Area is reminded that the web site needs to be maintained after it is constructed, since some things (e.g., events and meeting locations) may change from time to time.

It is suggested that at least two District or Area members, including the webservant, know all appropriate passwords or access details, and any domain names pertaining to the web site.

## **A Typical Area Site**

While there is great variation among Area/District web sites, nearly all contain most of the following content:

- The C.A. Preamble
- The Twelve Steps and Twelve Traditions of C.A.
- Current conference approved literature
- A local meeting schedule
- A local activities and/or events page
- Area contact information, including email, telephone, and mailing address
- Information regarding service committee meetings

There is other content, such as the C.A. logo and certain legal statements, which are required by CAWSO as a condition of having a link to your web site included on the CAWSO local Area contact page. These requirements are discussed in detail in the next section.

Additional content an Area may wish to include are selections from C.A.’s many pamphlets, illustrative graphics, links to other local C.A. web sites, convention information, and downloadable convention registration forms. However, this additional content should be carefully considered, so that the overall web site remains within C.A.’s Twelve Traditions. A later section will outline some things to be avoided.

CAWSO also has some content available for download (e.g., graphics, the C.A. logo, approved copyright and trademark statements, the current version of this document, and other useful information). These materials can also be obtained by emailing a request to [webservant@ca.org](mailto:webservant@ca.org).

Any web sites containing C.A. members' names, phone numbers, or email addresses, or displaying C.A. business reports or financial statements, need prior written approval from both the Area/District and the affected member(s).

CAWSO's local area contact page contains links to many Area web sites. This page can be found at [www.ca.org/phones.html](http://www.ca.org/phones.html). It is suggested that Areas wishing to develop their own web site first review some of these sites.

The IT Committee will submit a quarterly report to the WSB Trustee assigned to the IT Committee. However, web sites change over time, and should there be any questions regarding something seen on a C.A. web site, please email [webservant@ca.org](mailto:webservant@ca.org).

## Requirements for C.A. Area/District Web Sites

All C.A. Area or District web sites must meet the following requirements in order to be considered for linking by the CAWSO:

- a) The Service Committee for the Area or District must have approved the web site, and the CAWSO must be contacted by an elected officer of the Area or District with a statement to this effect.
- b) A link to the email address of the Area's current webservant must be posted on the web site itself. This may be done in a way that obscures the individual's name, but the link must allow anyone to send email directly to the current webservant.
- c) Contact information for the Area must remain current so that any problem not resolvable by contacting the webservant can be resolved directly with the Area or District board.
- d) The official C.A. logo, unaltered except for color and size, must be present on the home page of the web site. The size of the logo must be large enough so that the "®" (which indicates a registered trademark) is visible, and the logo legible. This logo, as a computer file, is available from the World Service Office upon request.
- e) The current WSO-supplied disclaimer must be placed at the bottom of the home page of the web site (which is "Cocaine Anonymous is a Fellowship of, by, and for addicts seeking recovery. Friends and family of addicts should contact Co-Anon Family Groups, a Fellowship dedicated to their much different needs.")
- f) The current WSO-supplied trademark statement must be placed at the bottom of the home page, and any other page where the C.A. logo appears (which is: "This site Copyright © 1996-<current year> Cocaine Anonymous World Services, Inc. "C.A.", "Cocaine Anonymous" and the C.A. Logo are registered trademarks of Cocaine Anonymous World Services, Inc. All rights reserved.")
- g) The current WSO-supplied copyright statement, edited to include the Area or District name, and covering all material on the web site, must also



appear on the home page (which is: "This World Wide Web site <your web site url. (Example: [www.yourarea.org](http://www.yourarea.org))> is a publication of Cocaine Anonymous® <you area or district>, Inc.. All material, including, without limitation, trademarks, copyrights and all other rights, presented or included herein, including all subsidiary pages, is registered, owned and/or copyrighted by <your area or district>. Permission is granted to download and store this material for individual, non-proprietary use only. All other rights are fully reserved. Cocaine Anonymous is not affiliated with Alcoholics Anonymous or any other similar organization.")

- h) Any page containing quotes from copyrighted C.A. literature must contain the current copyright notice, and identify the piece being quoted. The books "Hope, Faith & Courage" and "Hope, Faith & Courage II" are NOT available for online reprinting, and are not covered by this provision. The current copyright notice is as follows:

"Cocaine Anonymous World Service Conference Approved Literature.  
Copyright © <year> Cocaine Anonymous World Services, Inc. "C.A.",  
"Cocaine Anonymous" and the CA logo are registered trademarks of  
Cocaine Anonymous World Services, Inc. All rights reserved."

- i) Area/District newsletters, personal stories, audio and video media must be approved by the Area/District and the Regional Trustee before posting on the Area/District web site.
- j) The following Disclaimer must be included on the bottom of the home page of any C.A. web site, other than the CAWSO website: "Some of the items contained in these pages are published with permission of C.A. World Services, Inc., this does not imply endorsement of the web site by the C.A. World Service Conference or the C.A. World Service Office. The information provided within this web site is intended to be a convenience for those who visit our web site. Such inclusion does not constitute or imply any endorsement by, or affiliation with, the <your local area> Area or the Districts within the Area."

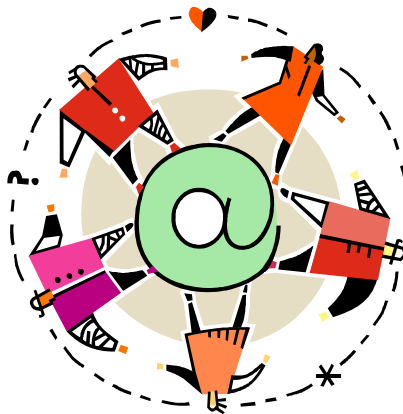
## Things to be avoided

The following items have been found to be in conflict with the Twelve Traditions, or otherwise harmful to Cocaine Anonymous as a whole, and must be avoided by Area and District web sites:

- a) Links to non-C.A. web sites must be avoided, including all of the following:
  - 1) Commercial web sites
  - 2) Government web sites
  - 3) Any web site containing advertising
  - 4) Non-profit organizations web sites (whether involved in the field of recovery or not )
  - 5) Recovery houses, hospitals, and alternative treatment providers
  - 6) Web sites of other 12-Step programs
  - 7) Pages posted by individual C.A. members
  - 8) Any non-C.A. meetings or events

- b) Web sites may only post literature that is currently approved by the C.A. World Service Conference for use in C.A. meetings or C.A. service work.
- c) No web site may post material in violation of copyright law.
- d) UNDER NO CONDITION SHALL ANY AREA, DISTRICT, GROUP OR INDIVIDUAL POST MATERIAL FROM THE BOOKS "HOPE, FAITH & COURAGE" AND "HOPE, FAITH, AND COURAGE II", except for such sections as might be distributed as part of Conference-approved meeting formats.
- e) Discussion of, or reference to, outside issues, including (but not limited to) religion, politics or drug policy must be avoided.
- f) No web site may contain advertising, even if required as a condition of web service. This does not include, however, the name of a product or service as it might be used in the course of C.A. business (e.g., a convention hotel's name).
- g) Nothing will be posted or linked to by any Area or District, which breaks the anonymity of any member of C.A., with or without their permission.
- h) Areas and Districts must not post material that brings C.A.'s name into public controversy.
- i) Chat rooms must not be used.
- j) Non-conference approved audio/video files
- k) The proper names of locations must not be used. It is recommended that the generic name of a location be used, such as restaurant, church, hospital, etc.

**For further information, please consult the complete CAWS Information Technology (IT) Committee Workbook and Guidelines on [www.ca.org](http://www.ca.org).**





## Guidelines for Area/District Newsletters

In an effort to make sure that the respective Area newsletters are reviewed by the Regional Trustees to ensure compliance with the Traditions and other requirements, the following guidelines have been developed.

1. All newsletters should be reviewed promptly, in a timeframe agreed upon between the Regional Trustee and the newsletter editor, so that distribution can be made to the Fellowship as quickly as possible after completion of the issue.

### Items to Watch for:

- Obvious affiliations with any business, outside enterprise, treatment facility or other Fellowship;
- Articles or submissions from sources outside the Fellowship itself;
- Articles or submissions which are copied from some other source which may be included without permission of the copyright holder;
- References in the articles to issues which C.A. may have no opinion about;
- Editorials\* of any sort should not be included;
- No last names;
- Any pictures should be carefully considered if of any person;
- References to any website which is not C.A. linked;
- Reference to events which are not C.A.-sanctioned events\*\*
- If there is any reference to the AA big book or the 12x12 or the C.A. Storybooks of any type, add the following: The AA Big Book, AA 12 Steps and 12 Traditions, and the books Hope Faith & Courage and Hope, Faith & Courage Volume II are used with permission.
- If there is any reference to any other book or any material otherwise copyrighted by someone else, it cannot be used, quoted or referenced unless that writer or the Area has specific permission to use it for publication. This permission is often in writing and the author should have that in the Area files before the newsletter is finalized.

2. The newsletter should have some sort of copyright language, such as:

© by Cocaine Anonymous of (insert full legal name of Area entity if incorporated). Any unauthorized duplication or publication is prohibited. (Insert name of newsletter) is a monthly/bimonthly/quarterly publication (select one) intended solely to provide information to the Fellowship of Cocaine Anonymous. We hope to communicate the experience, strength, and hope of individual C.A. members reflecting recovery, unity, and service, within the bounds of friendliness and good taste. The opinions expressed herein are not to be attributed nor taken as an endorsement by Cocaine Anonymous, Cocaine Anonymous World Services, Cocaine Anonymous World Service Office, Inc., Cocaine Anonymous of (insert Area name again) or (insert the name of newsletter here). The editors reserve the right to edit any submissions in adherence to the Twelve Traditions of Cocaine Anonymous.

3. Preferably, the newsletter will be circulated for review and appear on an Area's website in a pdf format, so it cannot be altered, except by the editor and newsletter committee.
4. After approval of the newsletter by the Regional Trustee, the Trustee would also forward a copy to the current WSOB NewsGram editor as a possible resource for future articles.

### Definitions:

\*Editorial (noun) – an article which expresses the opinions or views of the Publisher.

\*\* A C.A.-sanctioned event displays the C.A. logo and is approved by the service body of a District, Area, the WSO, WSOB or WS Conference in order to do so. If you would like to know more about Cocaine Anonymous, the Twelve Steps and the Twelve Traditions, please write and ask for C.A. World Service Conference approved literature at: CAWSO, 3740 Overland Ave., Suite C, Los Angeles, CA 90034. E-Mail to: [info@CA.org](mailto:info@CA.org) or by Fax to: (310) 559- 2554, Contact CA by phone at (310) 559-5833. The C.A. World Service Office web page is: [www.ca.org](http://www.ca.org).



## Elements of a Successful Flier



Any C.A. Area/District Presents

# Event Title

Day of Week, Month, Date

Time

Where (\*name of church, park, restaurant, etc.)  
Address, City & Zip

### Other Pertinent Details, Extras & Graphics

- Price (if applicable)
- How to get tickets
- Contact Info
- What to bring
- We're Here and We're Free™
- Clipart or original art
- Conference-approved images

**\* In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution.**

Laying out the flier and presenting the information in a clear and concise way will make people want to read your flier. Using colored paper or ink can also make your flier stand out on a literature table.

You can test the completeness of your flier by having someone not involved with the event take a look at it. If they have questions, chances are that others may have the same questions, so you might be wise to rework the flier to answer them prior to printing and distributing.

The C.A. logo can be anywhere on the flier and should be included on all printed materials made available to the Fellowship.

We have many creative people within our Fellowship, so ask for their assistance!

## B - To the Public at Large

### *The Media*

Print, electronic and broadcast media are all powerful resources that are available to a PI Committee. When dealing with the media, it is crucial that our Traditions be upheld. Also, while we are not a professional organization, it is important that we treat representatives of the media with consideration and courtesy.

Remember that having a good relationship with local media outlets can do a great deal to assist us in carrying the message to the addict who still suffers.

Here we will explore the different ways to use and cooperate with the media.

---

### **Anonymity at the Media Level of Press, Radio, Television & Films**

This letter is suggested to protect anonymity at the media level.

**Your  
C.A. Area  
Letterhead**

To all media personnel:

The most important tradition of our organization is anonymity. We ask for your invaluable assistance to preserve the anonymity of our recovering addicts by not identifying them as members of Cocaine Anonymous, and by not using their names or full-face photographs in any facet of the your media coverage.

We always welcome any news item in the media concerning our Fellowship, but must ask that it avoid mention of specific identities. We appreciate the media's cooperation over the years, and the essential role it has played in making Cocaine Anonymous visible to the large number of still-suffering addicts.

Thank you for your understanding and ongoing assistance to us in this matter.

Sincerely,  
Hometown, C.A.  
Public Information Committee

## *Power of the Media*

The power of the media is self-explanatory. The “press” that C.A. has received has always been favorable and beneficial to the Fellowship. Today there is stiff competition for airtime and/or article space in newspaper and magazines alike because of the increase of public service organizations based on the Twelve Steps and Twelve Traditions of Alcoholics Anonymous.

Our honest, personal belief in the program of Cocaine Anonymous not only keeps us sober, it helps us with our primary purpose of “carrying the message.” The amount of people (addicts as well as non-addicts) that can be reached through the media spreading the awareness of C.A. is a strong part of Public Information. Letting the editors and reporters know that they can conscientiously serve the public by providing their viewers or readers with information about our Fellowship is an important part of your job as a member of a Public Information Committee.

## *Writing a Press Release*

When drafting a press release, remember that you’re writing to busy editors who receive anywhere from 20-50 press releases a day, and who trash 18-48 of them. If you learn about each publication, its focus and the editor’s name, you’ll be sure to gain an edge and be noticed. Remember the five W’s and the H: Does your press release answer the questions Who, What, When, Where, Why and How?

Editors want it straight, concise and to the point. Give them no-nonsense releases. Skip the quotes, remember the benefits, keep packages small and dress up your release with headlines, bullets and subheads. Also search for typos and other errors. Of course, don’t forget to include a name and phone number to contact for more information.

To sum it up:

- Remember the five W’s and the H;
- Make it sharp;
- Write to inform, not entertain;
- Keep it honest and simple;
- Include a contact name and number;
- Be clear and visual;
- Be focused and concise.

After the information in your release or article is printed or aired, be sure to send a thank-you note or letter. Also, get and keep an original copy for your PI files.

## *Introducing C.A. to Your Local Media*

Introducing C.A. to your local media outlets is a good way to create awareness.

The following are introductory letters to the media that you might use to begin building a relationship with local media contacts and personalities.

### *Convention Announcement*

This is a letter to provide information to members of the media and/or the professional community who may be attending our annual World Service Convention.



To All Members of the Media and Professional Community:

Greetings, and welcome to the **(X) Annual Cocaine Anonymous World Service Convention**. The members of the Public Information Committee, Cooperation with the Professional Community Committee and the entire Fellowship of Cocaine Anonymous extend our thanks for your interest and presence here.

We believe that many people outside of Cocaine Anonymous are very concerned about the serious problem of drug addiction. We hope that you will find this an excellent opportunity to find out how a large (and growing) number of people have learned to help each other to recover from cocaine addiction, and to live a more spiritual, happy and fulfilling life "one day at a time."

The WORLD SERVICE CONVENTION is an annual gathering of the worldwide membership of C.A. to celebrate our hard-won sobriety, and to share our experience, strength and hope with each other so that, as a whole, we may be better able to fulfill our primary purpose: to remain free from cocaine and all other mind-altering substances, and to carry the message of recovery to the addict who still suffers.

Anonymity is essential to the continued existence of our Fellowship. We require and appreciate your observation of the following guides:

No full-face photography of anyone at the convention. Do not use the last name, or identify town of residence, of anyone here. No interviews of any member of the Fellowship, as a member of C.A., without prior notification and the consent of the Public Information Committee. If you should happen to recognize someone here who identifies themselves as an addict, please keep that knowledge strictly to yourself.

For your information, please find copies of "What is CA?," "Who is a C.A. Member?," and our "Statement of Anonymity".

Thank you very much,  
(Your name), (xxx) xxx-xxxx  
Chairman,  
Public Information Committee



### *PI Letter to a Columnist*

This is a form letter to be sent to local newspapers or periodicals suggesting a possible article regarding C.A.

September 1, 2001

John Q. Public  
Health or Public Interest Correspondent  
Hometown Newspaper  
164 Main St.  
Anytown, ST 16487

Dear Health or Public Interest Correspondent:

As the Public Information Committee of Cocaine Anonymous of \_\_\_\_\_ and as former users, we understand the devastating effects of cocaine and other drug addiction on our families, our friends, the community and ourselves. We would like to introduce you to us so that you may better understand addicts and help direct those who may need our help to our program of recovery.

Cocaine Anonymous was first organized in November of 1982 and currently has over 30,000 members. Cocaine Anonymous is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from their addiction. The only requirement for membership is a desire to stop using cocaine and all other mind-altering substances.

Cocaine Anonymous is concerned solely with the personal recovery and continued sobriety of individual addicts who turn to the Fellowship for help. Our Fellowship has adopted a tradition of "cooperation but not affiliation" with outside organizations concerned with the problems of addiction. Cocaine Anonymous never endorses, supports, becomes affiliated with or expresses an opinion on outside issues. As recovering addicts, we would like you to know that "we're here and we're free."

Cocaine Anonymous is comprised of men and women from teens to seniors who come from not just major cities, but both urban and rural areas, and who come from all socioeconomic backgrounds. Currently, more than 2000 meetings of Cocaine Anonymous are held throughout the world. These meetings are available to the addict to help them become happy, joyous and free from all mind-altering substances.

We have included a few of our pamphlets for your information. If you would like more information, you may call our National Referral Line 800-347-8998 or visit us on the World Wide Web at [www.ca.org](http://www.ca.org). Cocaine Anonymous is a Fellowship of, by, and for cocaine addicts seeking recovery.

Thank you for letting us be of service and we thank you for your support,

Sincerely,

\_\_\_\_\_  
Public Information Committee

Enc: CA Literature

Friends and family of cocaine addicts should contact Co-anon Family Groups

## *Letter Regarding C.A. Awareness*

This letter is to the editor of a newspaper mentioning the existence of C.A., and could easily be adapted to acknowledge a radio or television report.

Local C.A. Logo or C.A. Trademark Logo  
Letterhead  
(with address, hotline, email & website\*)

Date

Letter to the Editor  
Name of Newspaper  
Address of Newspaper  
City, State, Zip

Dear Editor:

I was pleased with John Goldman's positive portrait of Cocaine Anonymous in "Neglected Weapon in Drug War" (front page, April 6, 1990). However, the following information is necessary to augment his portrait.

Cocaine Anonymous (C.A.) is a program of recovery that is open to everyone, free of charge, and which protects the individual with anonymity. It is a Fellowship of men and women who share their experience, strength, and hope with each other that they may solve their common problem and help others to recover from their addiction. C.A. can be reached by calling (XXX) XXX-XXXX. If someone wants to stop using cocaine, or any other mind-altering substance, contact us; we are here to help.

With gratitude,

---

(PI chairperson's name\*\*),  
Public Information Chairperson  
Cocaine Anonymous Area/District

PLEASE print only my last initial "X," rather than my last name, "XXXXXXX." This is in keeping with the Twelve Traditions of our program: "...we need always maintain personal anonymity at the level of press, radio and films" (Tradition 11), "Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities" (Tradition 12), and the attached Statement of Anonymity.

\* = if applicable

\*\* Note: Most newspapers will not print a "Letter to the Editor" unless it is received with a last name, although they will print it using just a last initial.

## *Letter Mentioning C.A. to Newspapers*

This letter is to the editor regarding an article that was related to, but **didn't** mention C.A.!

|  |
|--|
| <p style="text-align: center;">Local C.A. Logo or C.A. Trademark Logo<br/>Letterhead<br/>(with address, hotline, email &amp; website*)</p> <p>Date</p> <p>Letter to the Editor<br/>Name of Newspaper<br/>Address of Newspaper</p> <p>Dear Editor:</p> <p>This letter is in response to your article entitled " _____ " on page _____ of the (date) issue/edition.</p> <p>Cocaine Anonymous (C.A.) is a program of recovery that is open to everyone, free of charge, and which protects the individual with anonymity. It is a Fellowship of men and women who share their experience, strength, and hope with each other that they may solve their common problem and help others to recover from their addiction. C.A. can be reached by calling (XXX) XXX-XXXX. If someone wants to stop using cocaine or any other mind-altering substance, contact us; we are here to help.</p> <p>_____<br/>(P.I. chairperson's name**),<br/>Public Information Chairperson<br/>Cocaine Anonymous Area/District</p> <p>PLEASE print only my last initial "X", rather than my last name, "XXXXXXX". This is in keeping with the Twelve Traditions of our program: "...we need always maintain personal anonymity at the level of press, radio and films" (Tradition 11), "Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities" (Tradition 12), and the attached Statement of Anonymity.</p> |
|--|

\* = if applicable

\*\*Note: Most newspapers will not print a Letter to the Editor unless it is received with a last name, although they will print it using just a last initial.

# Public Service Announcements

## Placing PSAs on Radio or Television

The World Service Conference of Cocaine Anonymous has approved Public Service Announcements (PSAs) for television. These have been produced by the Public Information Conference Committee and are available for a small charge. Your area may obtain these television PSAs by contacting the World Service Office in Los Angeles, CA. The PI Merchandise Order Form is available in the "Resources" section of this handbook and also at [www.ca.org](http://www.ca.org).

Most stations devote time to airing public service announcements. In seeking to have a PSA aired, you should contact the Station Manager or Public Affairs Director and ask how to deliver or send the PSA spot for consideration. You can point out that the PSA spots are complete and self-contained. The station's web site may have the information you seek. You will be competing with many other organizations for limited airtime. Here are some suggestions that you can use.

---

### Know What You are Sending

- View video PSA;
- Review written PSAs (for radio);
- Note the length of time of each PSA.

---

### How to Approach a Station

Begin with a station that is receptive to community service. Contact the person who handles PSAs. If requested, mail the material and follow up with a phone call verifying that the person received the material. If not, then ship or send the material again. The station may also accept emailed copy or MP3 files.

---

### Contact More Than One Station

A C.A. PSA will work best if distributed among more than one station and more than one media (radio, TV, press). In some markets, TV and radio stations or multiple radio stations may be affiliated or have the same PSA Director.

---

### Proof of Non-profit Status

If an Area does not have a proof of non-profit status, and a radio or television station requires that proof, that Area can request the World Service Office to mail the required information *directly* to the individual stations. Call or write CAWSO for more information.

---

### Things to Remember

- PSA lengths and accepted formats are subject to change!
- Videotapes are available from the WSO on ¾" or 1" tape.
- Remember to follow with thank you notes. They are valued additions to the station's public service files.

If you have any questions or suggestions, please feel free to contact the World Service Conference Public Information Committee at:

Cocaine Anonymous World Service Office  
3740 Overland Avenue, Suite C  
Los Angeles, CA 90034  
Tel: (310) 559-5833 Fax: (310) 559-2554  
You may e-mail us directly at [pubinfo@ca.org](mailto:pubinfo@ca.org)

## Cover Letter for PSAs

This is a letter for accompanying public service announcements to be aired.

|  |
|--|
| <p style="text-align: center;">Local C.A. Logo or C.A. Trademark Logo<br/>Letterhead<br/>(with address, hotline, email &amp; website*)</p> <p>Aug. 19, 1991</p> <p>John Q. Manager<br/>(Radio Station Call Letters)<br/>1 Big Plaza<br/>Hometown, ST 01234</p> <p>Dear (Name of Contact),</p> <p>Cocaine Anonymous of (State / Province name) would like to thank you for allowing us the opportunity to share with you the workings of our program, and also for considering the placement of our public service announcements on (Radio Station Call Letters).</p> <p>The crack/cocaine problem continues to grow in our community. We believe that only through widespread recognition and our combined cooperation, will those desperate from drug addiction be able to find the free help and support our organization offers.</p> <p>We hope we can be of service to you. We will provide speakers for interviews and/or information about Cocaine Anonymous for public awareness campaigns that your station may have.</p> <p>Thank you for giving us the chance to be helpful.</p> <p>Cocaine Anonymous<br/>Public Information<br/>P.O. Box 123<br/>Hometown, ST 01234-0123<br/>(123) 456-7890</p> <p>Sincerely,<br/>Hometown, C.A.<br/>Public Information Committee</p> |
|--|

\* = if applicable

## Thank You Letter for PSA Time

This letter can be used to thank the station's media manager for placing C.A.'s PSAs on their TV or Radio station.

Local C.A. Logo or C.A. Trademark Logo  
Letterhead  
(with address, hotline, email & website\*)

DATE

John Q. Manager  
(Station Call Letters)  
1 Big Plaza  
Hometown, ST 01234

Dear (Name of Manager),

Cocaine Anonymous of (District/Area/State/Province) would like to express our gratitude to you and (Station Call Letters) for your support and the cooperation you have shown us by airing our public service announcements.

You have helped us to make a difference in this community by making known to the public that there is free help and hope for the person who still suffers from addiction to cocaine, crack cocaine or any other mind-altering substance.

We hope that you will continue to show our PSAs as often as possible, so that we can continue to help people to find recovery from addiction. It is important for us to share our gift of sobriety with others so that we never forget what our own addiction was like.

Please remember that our members are available for interviews or to speak to anyone who wishes to learn more about Cocaine Anonymous. We will be more than happy to be of service.

Cocaine Anonymous  
Public Information  
P.O. Box 123  
Hometown, ST 01234-0123  
(123) 456-7890

Sincerely,  
Hometown, C.A.

\* = if applicable

## TV and Radio Copy

The following is Conference-approved PSA copy. When using these announcements for radio, please call the radio station and ask how they want to receive the copy. All PSAs should have your Area's local information line included.

### *Radio PSA Scripts (may also be adapted for video)*

#### *Announcement #1*

Have you found out the truth about cocaine, and now want to stop using?

Cocaine Anonymous is a Fellowship of men and women helping each other get and stay clean. We're here and we're free.

For meeting times and information, call (XXX) XXX-XXXX or the Cocaine Anonymous National Referral Line at 1-800-347-8998. Or contact us at [www.ca.org](http://www.ca.org)

#### *Announcement #2*

Are you or is someone you love deeply in trouble with cocaine?

Cocaine Anonymous is a Fellowship of men and women who share their experience, strength and hope with each other to recover from their drug problem. We're here and we're free.

For meeting times and information, call (XXX) XXX-XXXX or the Cocaine Anonymous National Referral Line at 1-800-347-8998. Or contact us at [www.ca.org](http://www.ca.org)

#### *Announcement #3*

Is cocaine a problem in your life?

Cocaine Anonymous is a Fellowship of people helping people to recover from cocaine addiction. There are no dues or fees of any kind. We're here and we're free.

For meeting schedules and information, call (XXX) XXX-XXXX or the Cocaine Anonymous National Referral Line at 1-800-347-8998 or contact us at [www.ca.org](http://www.ca.org)

#### *Announcement #4*

Cocaine – Is it *using* you?

Cocaine Anonymous is a Fellowship of people who want to stay free of all drugs. We're here and we're free.

For information on local meetings, call (XXX) XXX-XXXX or the Cocaine Anonymous National Referral Line at 1-800-347-8998 or contact us at [www.ca.org](http://www.ca.org)

### ***Announcement #5***

Has the anxiety and depression associated with cocaine or other drug use finally gotten to you?

Do you want to quit and stay quit?

Cocaine Anonymous is a Fellowship of people who want to stay free of all drugs. We're here and we're free.

For information on local meetings, call (XXX) XXX-XXXX or the Cocaine Anonymous National Referral Line at 1-800-347-8998 or contact us at [www.ca.org](http://www.ca.org)

### ***Announcement #6***

Drugs kill people every day. This could be your day.

If you want to live without drugs, there is help. We're here and we're free.

Call Cocaine Anonymous at (XXX) XXX-XXXX or the Cocaine Anonymous National Referral Line at 1-800-347-8998 or contact us at [www.ca.org](http://www.ca.org)

### ***Announcement #7***

Is cocaine causing you to lose your job...your family...your mind?

Is cocaine killing you? There is help. We're here and we're free.

Call Cocaine Anonymous at (XXX) XXX-XXXX or the Cocaine Anonymous National Referral Line at 1-800-347-8998 or contact us at [www.ca.org](http://www.ca.org)

### ***Announcement #8***

If you are powerless over your need for cocaine and your life is unmanageable...

There is help. We're here and we're free.

Call Cocaine Anonymous at (XXX) XXX-XXXX or the Cocaine Anonymous National Referral Line at 1-800-347-8998 or contact us at [www.ca.org](http://www.ca.org)

### ***Announcement #9***

If you started using crack with your friends and now you are the one who can't stop...

There is help. We're here and we're free.

Call Cocaine Anonymous at (XXX) XXX-XXXX or the Cocaine Anonymous National Referral Line at 1-800-347-8998 or contact us at [www.ca.org](http://www.ca.org)

### ***Announcement #10***

Do you feel like a puppet? Is cocaine controlling your moves? And no matter how hard you try and pull away, the more entangled you become?

We at Cocaine Anonymous understand what you're going through. We've been there. We know what those bonds feel like. If you want help, call us at (XXX) XXX-XXXX 24 hours a day. We can help you break free with no strings attached. We're here and we're free.

Call Cocaine Anonymous today at (XXX) XXX-XXXX or the Cocaine Anonymous National Referral Line at 1-800-347-8998 or contact us at [www.ca.org](http://www.ca.org)



### ***Announcement #11***

The new lie – Crack is not cocaine.

FACT – Crack is cocaine.

FACT – Cocaine Anonymous helps crack users stop!

We're here and we're free.

For FREE help contact Cocaine Anonymous at (XXX) XXX-XXXX or the Cocaine Anonymous National Referral Line at 1-800-347-8998 or contact us at [www.ca.org](http://www.ca.org)

### ***Announcement #12***

Are cocaine, other drugs or alcohol a problem in your life?

Cocaine Anonymous can help.

We're here and we're free.

For information on free meetings in your area call: (XXX) XXX-XXXX or the Cocaine Anonymous National Referral Line at 1-800-347-8998 or contact us at [www.ca.org](http://www.ca.org)

### ***Announcement #13***

Is cocaine not fun anymore?

For help call Cocaine Anonymous.

We're here and we're free.

For information in your area call: (XXX) XXX-XXXX or the Cocaine Anonymous National Referral Line at 1-800-347-8998 or contact us at [www.ca.org](http://www.ca.org)

## Your Local Library



### Putting C.A. Books in Libraries

Our books are an effective way of getting our message out to the public. Many Areas/Districts have successfully placed our books into public, university and high school libraries.

Most school districts have a Library Services Director responsible for reviewing books and communicating with libraries directly. When making contact, be prepared to send an advance copy to be reviewed for content.

High Schools have a method of distribution set up by the School District they are a part of. Contact the district directly to facilitate the distribution. You can also include a letter with each book letting the school know that C.A. members are available to speak at their school in classes or at an assembly.

The only contact information for Cocaine Anonymous in the books is the World Service Office, so it would be a good idea to rubber stamp or sticker books with local information, such as: 'Donated by the (Area/District name) Public Information Committee, for more information call: (your local helpline number) or log onto (your local web address).' **Do not stamp or sticker the inside front cover**, as this is where most libraries place the book checkout information. Contact your local library for more information.

Some libraries may also be interested in a speaker presentation, literature rack or have a general information board where a C.A. poster or flier could be displayed.

## ***Non-C.A. Meetings and Non-C.A. Events***

This is one area where we truly put our experiences onto these pages.

### ***What we've done***

At one time or another, all of us in Public Information ended up at a presentation without a clue as to what to do. Some of us used the "*Tools of Recovery*" pamphlet as an opening and a closing. We introduced a recommended speaker we hardly knew who began getting into one of the most profane war stories that was ever told. We cannot guarantee that this will not happen, but we will give you our experience with non-C.A. meetings and events and some ideas that worked for us.

---

#### **Working Within the Community**

Working within the community, C.A. has won the respect of many people and organizations as a viable resource for recovery from cocaine abuse and addiction. It's important that we keep the relationship with the community positive for the good of the Fellowship. Meetings done in schools or with local organizations that deal with the addict strengthen C.A.'s relationships with the local community.

---

#### **Using the PI Powerpoint Presentation**

Many thanks to the UK Area for creating and bringing this powerful tool into our conference approved PI arsenal!

We encourage all Areas and Districts to include local information about your local C.A. Fellowship (when you were formed, how many meetings and H&I panels you have, etc.).

The presentation is available for download on the PI page of [www.ca.org](http://www.ca.org).

---

#### **Health Fairs**

Manning a booth or table with C.A. members and C.A. literature at health fairs, colleges, public health organizations, etc., has been a very effective way of carrying the C.A. message.

*Remember that for most of the visiting public we will be the only contact they have with Cocaine Anonymous. Our program and Fellowship will be judged on both our appearance and how we conduct ourselves!*

---

## Booth Guidelines

1. Booth must be staffed at all times.
2. Please arrive at your shift early. Expect traffic and crowds and allow extra time to get parking etc.
3. Please dress appropriate to the event. Remember that you are representing Cocaine Anonymous.
4. Please keep the booth neat for the appearance to the public as well as for the next trusted servants.
5. Please refer inquires from media, professionals or institutions for interviews and/or general information about our program and meeting schedules to your local C.A. helpline or take the information to give to the appropriate Area/District service representative.
6. Please adhere to all of our Traditions, but especially familiarize yourself with and heed Traditions #6, 10, 11, and 12.

---

## Outside Meeting Format

There is no one specific meeting format that is followed. Here is a typical format:

- Brief introduction by the C.A. chairperson and welcoming remarks including the meeting format.
- Anonymity statement (see Chapter 9). C.A. Preamble including the Traditions.
- Discuss briefly the pamphlet "Tools of Recovery" and the reading "Who is a C.A. Member?"
- Introduce speaker (separately for each person speaking).
- Concluding remarks (mention we are only here to carry the message).

---

## Public Speaking Suggestions

Please keep your response to all inquires fairly general, and limited to the program and Fellowship of C.A. as a whole. Avoid telling of personal stories or experiences with drugs and alcohol. Should any such questions arise, explain that we are here to provide the public with general information about the program and meeting locations only. If they are interested, the forum by which we share our individual experiences and recovery is in meetings of Cocaine Anonymous, and offer a schedule or directions to a specific meeting.

**Speaking to the public is not the same as speaking in a C.A. meeting.** It is important that speakers keep this in mind. It is suggested that all speakers complete their house-cleaning steps through the 6th before attempting to carry the message of recovery. Public speaking is not a time for war stories. It is a time to let the public know that there is hope and an effective, free and confidential solution.

Some common sense considerations to observe when speaking to a non-C.A. meeting (though they would also pertain to a regular C.A. meeting) would be:

- Remember, you are a guest at the meeting and a representative of (not for) C.A.
- Respect the anonymity of others.
- Be familiar with the 12 Steps and 12 Traditions of C.A.
- Personal appearance is vital. Look as neat as possible.
- Avoid the use of profanity.
- Avoid war stories (stories of quality and quantity of cocaine and all other mind-altering substances). State the fact of your addiction without going into details.
- If possible, take a friend!

***WE ABSOLUTELY INSIST ON ENJOYING LIFE, SO HAVE FUN!***

## C - To the Professional Community

### *Cooperation with the Professional Community (C.P.C.)*

C.A. has won the respect of many people and organizations as a viable resource for recovery from addiction to cocaine, alcohol and other drugs. It is important, for the good of the Fellowship, that all areas establish a relationship with the professional community—any professional person or organization that comes into contact with addicts not yet in recovery, and is interested in information about C.A.

This committee attempts to establish communication between C.A. members and the professional community to find productive methods of cooperation, not affiliation.

---

### *What is the Professional Community?*

By professional community, we mean any organization or individual whose activities could provide additional contacts and exposure for the Fellowship of Cocaine Anonymous. Among these are:

- Employee Assistance Programs (EAPs);
  - Health & treatment professionals and their organizations;
  - Schools & universities;
  - Law enforcement agencies;
  - Trade unions;
  - Local & State government social service agencies;
  - Private social service agencies (churches, charities, etc.);
  - Outside helplines and directories;
  - Medical associations.
- 

### *How do we cooperate and what do we offer?*

We cooperate through direct contact with professional organizations via mailings and telephone or personal contact. We offer our assistance by providing:

- Literature;
  - Speakers;
  - Outside meetings and attendance at fairs, seminars, etc.
- 

### *What do we want?*

- Mailing lists of associations, agencies or any professional contacts'
  - Listings and notices in professional journals and newsletters, providing phone numbers to the addict who still suffers'
  - Addict referrals to the Fellowship.
-

## Guidelines for C.P.C.

This committee is responsible for a unique brand of 12-Step work by carrying the message of C.A. to professionals who, in their line of work, may have some sort of supervisory capacity or direct contact with individuals who may have a problem with cocaine, alcohol or other drugs. This involves informing the professional(s) what C.A. does, setting up meetings and, above all, honoring the commitments you make to them.

Contacting the professional community isn't the same as speaking to other C.A. members at a meeting or making a 12<sup>th</sup>-Step call; the audience is not composed of addicts. It is important that the committee personnel keep this in mind. It is suggested that all members making contacts or panel presentations complete the house-cleaning steps (through the 6th Step) before attempting to carry the message of recovery to professionals. Public speaking isn't the time for war stories — it is a time to let them know there is hope and an effective, free and confidential solution.

---

### Considerations

Some common sense considerations to observe when interacting with the professional community, panel presentations or speaking to other non-C.A. groups would be:

- Remember you are a guest at the meeting and a representative of (not for) C.A.
- Remember that you have a commitment, and make sure that you inform your hosts if you need to change it.
- Respect the anonymity of others.
- Be familiar with the 12 Steps and the 12 Traditions of C.A.
- Personal appearance is vital. Look as neat as possible.
- Be very careful to avoid using profanity.
- Avoid war stories (stories of quality and quantity of cocaine and all other mind-altering substances). State the fact of your addiction without going into details.
- Never go alone

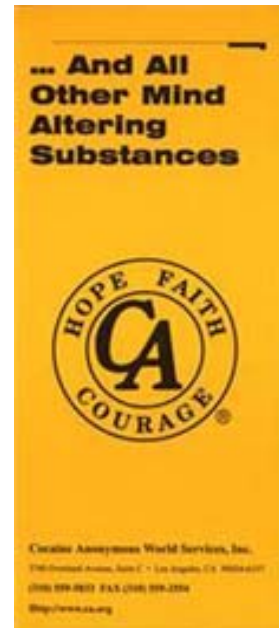
---

### Suggested Materials

Some suggested material to present when making a contact might be:

- **The PI Powerpoint Presentation**
- What is C.A.?
- Who is a C.A. Member?
- ...And All Other Mind Altering Substances
- Self Test for Cocaine Addiction
- Tips for Staying Clean & Sober
- C.A. Fact File
- Local meeting directories
- The C.A. InfoLine/Helpline pamphlet
- A standard Anonymity Statement (see page 6)

## Suggested C.P.C. Tools





## *Addressing Outside Groups or Organizations*

This letter is to address educational, church and generic groups or organizations.



Dear concerned person:

In our community, there are thousands of men, women, and children who are caught in the "I CAN'T QUIT COCAINE" trap. We offer hope and help for those who want to help themselves.

Cocaine Anonymous is a Fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and provide help to others recovering from their addiction. There are no dues or fees for membership; we are fully self-supporting through our own contributions.

The C.A. Public Information Committee's purpose is to inform people that we are here and we are free. We are a confidential non-profit organization where recovering addicts help other addicts to recover one day at a time.

We will provide C.A. literature and speakers to come to your facility or organization to spread the message of recovery.

Our speakers have demonstrated continuous abstinence from cocaine and all other mind-altering substances, and are willing to share how it works for those interested in recovery from cocaine abuse and drug addiction.

To request information and/or speakers, please call or write today.

Cocaine Anonymous  
Public Information  
P.O. Box 123  
Hometown, ST 01234-0123  
(123) 456-7890

Sincerely,  
Hometown, C.A.  
Public Information Committee

## *Letter to the Courts*

This letter is to provide information to the courts and other legal professionals in the community who may come in contact with addicts and alcoholics.

Local C.A. Address  
123 Street  
Hometown, ST 01234

Presiding Judge/Court Officer  
120 Street  
Hometown, ST 01234

As you well know by the increase in drug arrests, there are many individuals in our community with severe substance abuse problems. Referrals to recovery and drug diversion programs are just the first step. Quite often, a 12-Step program can offer the long-term recovery from addiction desired by the addict and the courts.

Finding the proper assistance in recovery is a crucial step in a person's recovery from their addiction. Our organization offers 12-Step meetings on a regular basis. Cocaine Anonymous is a Fellowship of men and women who share their experience, strength, and hope with each other that they may solve their common problem and help others recover from their addiction. There are no dues or fees for membership; we are fully self-supporting through our own contributions.

The Cocaine Anonymous Public Information Committee's purpose is to inform people that we are here and we are free. We are a confidential non-profit organization where recovering addicts help others recover from their addiction one day at a time. Our members have demonstrated continuous abstinence from cocaine and all other mind-altering substances, and are willing to share how recovery works in their daily lives.

The Public Information Committee is available to hold panel discussions or presentations at your convenience. Enclosed is some Cocaine Anonymous literature and a meeting schedule for this area. If you have any questions concerning our program, please feel free to contact us.

Sincerely,

Public Information Chair  
Hometown Cocaine Anonymous



C.A. World Service Office, Inc.  
3740 Overland Avenue, Suite C – Los Angeles, CA 90034  
[www.ca.org](http://www.ca.org)

## Section 4 –

# The WS Conference PI Committee

### Resources

- Public Information registration form
- Request for Non-Profit Status number
- PI Merchandise Order form

*This section is currently under review by the WSC PI Committee and will soon include:*

- WSC PI Committee Structure
- WSC PI Committee Guidelines & Policy

## Public Information Registration Form

This PI Registration Form will help us maintain communications with your local committee.

### Public Information Registration Form

For those groups who wish to be on our World Service Office Public Information mailing list, please fill out a copy of this form and mail or FAX to:

CAWSO, Inc.  
WSC Public Information Committee  
P.O. Box 2000  
Los Angeles, CA 90049-8000  
**Fax: (310) 559-2554**

#### *Mailing Address*

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Postal Code \_\_\_\_\_

Telephone # \_\_\_\_\_

Group, District, or Area being represented \_\_\_\_\_

Comments \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## Request for Non-Profit Status Number

For those unincorporated areas that need a non-profit status number for PSA placement, mail or fax this form to the World Service Office of Cocaine Anonymous to request the WSO to send a letter to any TV/radio station or billboard company requesting a non-profit number from Areas that are not yet incorporated and/or registered as a non-profit organization. The CAWSO FAX is **(310) 559-2554**.

The WSO will send the necessary information to the station/company address given below.



### Area Information

Contact name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone # \_\_\_\_\_

### Station/Company Information

Station name \_\_\_\_\_

Contact name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone # \_\_\_\_\_

Would you like a confirmation letter returned to you from the WSO?

Yes \_\_\_\_ No \_\_\_\_

# CAWSO Public Information Merchandise Order Form

## PI Committee Information

PI Discounts are offered as a group conscience decision of the World Service Conference and must have the PI Chairperson Signature to be valid.

Chairperson: \_\_\_\_\_  
 Area/District/Group: \_\_\_\_\_  
 Telephone Number: \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Chairperson Signature: \_\_\_\_\_

## Shipping Destination

Group Name: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State/Province: \_\_\_\_\_  
 Zip / Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

## Credit Card Information

☐ Visa ☐ MasterCard ☐ Amex ☐ Discover Exp. Date: \_\_\_\_ / \_\_\_\_

Card # | | | | | | | | | | | | | | | | | | | | | |

Signature: \_\_\_\_\_



**CAWSO**  
 3740 Overland Ave., Suite C  
 Los Angeles, CA 90034-6337  
 Phone (310) 559-5833 / Fax (310) 559-2554  
 Email: [cawso@ca.org](mailto:cawso@ca.org) Online orders [www.ca.org](http://www.ca.org)

## Public Information Merchandise Order Form

*This order Form is specifically for the purchase of Public Information Merchandise and contains special pricing and products for PI. All other merchandise can be purchased using our standard order form.*

**Payment Terms** are prepaid, Visa / MasterCard or check. Only Certified Check or Money Orders are accepted for COD. All prices are listed in U.S. currency and must be paid as such.

**Sales Tax** – Orders shipping to California destinations must add sales tax to the merchandise total. Sales tax rate to be calculated at the rate of Sales tax in the county of destination. Orders picked up at office are charged 8.25%.

**Shipping & Handling** is 15% of merchandise total, with a **minimum charge of \$5.00**. A 5% S & H fee will be added to all walk-in orders. Shipping & handling charges that exceed the basic charges, such as COD, Air Shipments, International Shipments, Special packaging, etc. are to be paid by the customer.

**Delivery Time** is based upon shipping method and destination. All orders are processed and shipped out of our office within 3 days of receipt. Your order should arrive 7-10 business days after shipment. Our usual shipping method is UPS or U.S. Postal Service.

**\*\*Donations** – Donations to your World Service Office go toward carrying the message, such as supplying starter kits for new meetings and books & pamphlets for inmates and newcomers. Donations also help to cover the cost of supplying discounted merchandise to various groups such as Public Information and Hospitals & Institutions.

**CAWSO Public Information  
Merchandise Order Form**

| Public Service Announcements |                                 |          |          |          |
|------------------------------|---------------------------------|----------|----------|----------|
| Quantity                     | Type                            | D2       | VHS 1"   | Beta S/P |
|                              | English Only<br>800# Burn-In    | \$60.00  | \$50.00  | \$50.00  |
|                              | Spanish Only<br>800 # Burn-In   | \$60.00  | \$50.00  | \$50.00  |
|                              | English Only<br>Local # Burn-In | \$165.00 | \$155.00 | \$150.00 |
|                              | Spanish Only<br>Local # Burn-In | \$165.00 | \$155.00 | \$150.00 |
|                              | All Six<br>800 # Burn-In        | \$120.00 | \$65.00  | \$60.00  |
|                              | All Six<br>Local # Burn-In      | \$250.00 | \$240.00 | \$235.00 |
|                              | Our Stories<br>Local # Burn-in  |          |          | \$70.00  |
|                              |                                 |          |          |          |

Public Service Announcements (PSAs) are shipped from an outside facility and will be shipped separately from the rest of your order.

**Local Number For Burn In** \_\_\_\_\_

Not all Video Formats are supported by individual broadcasters. Contact your local broadcaster for preferred format.

***If you require a format that is not listed above, please contact us for a quote.***

Please contact CAWSO at (310) 559-5833 to confirm your PSA order or if you have any questions.

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

\*\*\* Please enter contact information on both sides of order form \*\*\*

**CAWSO  
Public Information Order Form**

| Quantity | Conference Approved Pamphlets<br>@ 50% off      | Price | Total Price |
|----------|---|-------|-------------|
|          | To the Newcomer <sup>1,2</sup>                  | .10   |             |
|          | The First 30 Days <sup>1,2</sup>                | .10   |             |
|          | Self Test for Cocaine Addiction <sup>1,2</sup>  | .10   |             |
|          | Tips for Staying Clean & Sober <sup>1,2</sup>   | .10   |             |
|          | What is C.A.? <sup>1,2</sup>                    | .10   |             |
|          | Crack <sup>1,2</sup>                            | .10   |             |
|          | And All Other ... <sup>1,2</sup>                | .10   |             |
|          | <b>Miscellaneous Items</b>                      | .10   |             |
|          | C.A. Public Information Folder <sup>1</sup>     | 3.50  |             |
|          | Sample Public Service Announcement <sup>1</sup> | 10.00 |             |
|          | Our Stories Sample PSA VHS <sup>1</sup>         | 15.00 |             |
|          | Public Information Workbook <sup>1</sup>        | .75   |             |
|          | World Service Manual <sup>1</sup>               | 2.00  |             |
|          | World Service Conference Minutes <sup>1</sup>   | 3.00  |             |
|          | C.A. Fact File (Limit 3) <sup>1</sup>           | Free  |             |
|          | Newsgrams (Limit 50) <sup>1</sup>               | Free  |             |
|          | <b>Total</b>                                    |       |             |

English ☐ Spanish ☐ Please select language ☒

Number signifies item is available in this language. Please use a separate Order Form for each language.

**Shipping – For International Orders, please call for quote.**

**Merchandise Total** \$ \_\_\_\_\_ x 15% = \$ \_\_\_\_\_

**\$5.00 Minimum Shipping Charge on All Orders**

**Pick Up S&H Merchandise Total** \$ \_\_\_\_\_ x 5% = \$ \_\_\_\_\_

COD Charge add \$8.50 \$ \_\_\_\_\_

Total Shipping Charge \$ \_\_\_\_\_

**Sales tax - For California orders only enter your local sales tax**

**Merchandise Total** \$ \_\_\_\_\_ x \_\_\_\_\_ % = \$ \_\_\_\_\_

Merchandise Total \$ \_\_\_\_\_ Shipping \$ \_\_\_\_\_

Sales Tax \$ \_\_\_\_\_ \*Donation \$ \_\_\_\_\_

(Only California Residents add tax) **Final Total** \$ \_\_\_\_\_

## Section 5 – Conference-Approved PI Tools & Images

- Printed Media – A selection of available Conference-approved PI images



The following are posters available to download from [www.ca.org](http://www.ca.org). Local groups, districts and areas may utilize the white box for meeting details.

**DO YOU THINK  
YOU HAVE A PROBLEM WITH  
COCAINE  
OR OTHER MIND-ALTERING SUBSTANCES?**

**COCAINE ANONYMOUS  
CAN HELP**

[www.ca.org](http://www.ca.org)





**We're Here and We're Free™**

**DENK JE DAT  
JE EEN PROBLEEM HEBT MET  
COCAINE  
OF ANDERE DRUGS?**

**COCAINE ANONYMOUS  
WIJ ZIJN ER ALS JE HULP ZOEKT**

[www.ca.org](http://www.ca.org)







**We're Here and We're Free™**

**TROR DU  
ATT DU HAR PROBLEM MED  
KOKAIN  
ELLER ANDRA  
SINNESFÖRÄNDRANDE SUBSTANSER  
ANONYMA KOKAINISTER  
KAN HJÄLPA**

[www.ca.org](http://www.ca.org)





**We're Here and We're Free™**

**PENSEZ-VOUS  
AVOIR UN PROBLEME AVEC LA  
COCAINE  
OU D'AUTRES SUBSTANCES QUI  
ALTERENT LE COMPORTEMENT?  
COCAINOMANES ANONYMES  
PEUT AIDER**


[www.ca.org](http://www.ca.org)







**Nous sommes ici et nous sommes libres™**

The following are examples of media that local PI Chairs and/or committees have at their disposal to help get the word of recovery through Cocaine Anonymous out to the general public through public information awareness drives. All media are available through the C.A. World Service Office by using the Order Form in Section 4, by calling 310-559-5833 or e-mailing to [cawso@ca.org](mailto:cawso@ca.org)




**Escape cocaine**  
 & all other mind altering substances

**Cocaine Anonymous**  
 800-347-8998  
[www.ca.org](http://www.ca.org)





**Escape cocaine**  
 & all other mind altering substances

**Cocaine Anonymous**  
 800-347-8998  
[www.ca.org](http://www.ca.org)




**We Can Recover!**  
 Cocaine Anonymous [www.ca.org](http://www.ca.org)



**We're Here and We're Free ®**

Are you . . .

Sick and tired of being sick and tired?

**Cocaine Anonymous**  
 can help.  
 We've been there.

Cocaine Anonymous is a fellowship of men and women who share their experience strength and hope with each other so that they may solve their common problem and help others to recover from their addiction. The only requirement for membership is a desire to stop using cocaine and all other mind-altering substances. There are no dues or fees for membership; we are fully self-supporting through our own contributions. We are not allied with any sect, denomination, politics, organization, or institution. We do not wish to engage in any controversy and we neither endorse nor oppose any causes. Our primary purpose is to stay free from cocaine and all other mind-altering substances, and to help others achieve the same freedom.

Call the (your local) helpline at  
 (xxx) xxx-xxxx or visit  
[www.youareawebsite.org](http://www.youareawebsite.org)  
[www.ca.org](http://www.ca.org)



Here are some examples of various C.A. business cards. Local infoline/helpline and web address can be printed on the reverse. These C.A. business cards can also be used as post cards! Use the blank space for your local infoline/helpline and web address. You can customize the back to your liking. More translations coming soon!



The following is an example of a Billboard attraction that was used. You may have your own area's/district's helpline phone numbers and internet site in place of the CAWS Phone number



This is an example of the CAWSO bumper sticker. You may have your own area's/district's helpline phone numbers and internet site.




Below is a flyer used by a local PI committee in their endeavors to get HFC's onto the shelves of libraries, prisons, treatment centers and various other community projects.

**SPONSOR A BOOK**

**The Public Information Committee are currently sending  
Hope, Faith & Courage books out into the community...**


**AND YOU CAN HELP**


The books are pre-wrapped, all you have to do is  
donate \*\*\*\*\* to cover the cost of postage...



**EASY**

**Please help us let our  
communities know that  
We're Here and We're Free**





Below is an example of a letter enclosed by a local PI committee when mailing HFC's to prisons, treatment centers and other community based libraries.



Cocaine Anonymous is celebrating its 25th anniversary in 2007 and to celebrate this memorable year we would like to donate a copy of our book, Hope, Faith & Courage, to your facility.

The drug problem continues to grow in our community. We believe that only through widespread recognition and our combined cooperation, will those desperate from addiction be able to find the free help and support our organization offers.

Cocaine Anonymous is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from their addiction. The only requirement for membership is a desire to stop using cocaine and all other mind-altering substances.

If you would like more information please visit our web site at [www.ca.org](http://www.ca.org) or contact our Public Information Committee by email or phone (details below), our members are available for interview or to speak to anyone who wishes to find out more about C.A.

Cocaine Anonymous is a fellowship of, by, and for addicts seeking recovery.

Thank you for letting us be of service and we thank you for your support,

Sincerely,

*Chairperson*

Name of Chair  
CA Public Information Chairperson  
Email:  
Tel:



